



WJLA-TV WASHINGTON, DC

WJLA  
1100 Wilson Blvd, 6th Floor  
Arlington, VA 22209

Grassroots Media LLC  
146 Montgomery Avenue Suite 201  
BALA CYNWYD, PA 19004

## Contract # 5015302

**Schedule Dates** 10/05/21-10/11/21  
**Advertiser** Terry McAuliffe for Governor of Virginia-D (14151)  
**Agency** Grassroots Media LLC (19605)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** EST.662 (1626345)  
**Salesperson** HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)  
**Sales Office** WJLA/GJLA/EJLA  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 40/41/662  
**Account Types** Local/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** Separation: 30

**Date Entered** 10/04/21  
**Last Modified** 10/04/21  
**Entered By** Alexa Schram  
**CO-OP** No  
**External #** 11021081  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$20,906.25  
**Net Total** \$118,468.75  
**Sales Tax**

## Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2021	171	\$139,375.00
<b>Grand Total:</b>	<b>171</b>	<b>\$139,375.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/05/21-10/08/21	3	:30	5A- News-7News ON YOUR SIDE at 5AM			2	2	2	2			8	\$150.00	\$1,200.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 5A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/4/21
2.0	Normal Line / SPOT	10/05/21-10/08/21	3	:30	2P- ABC-General Hospital			2	2	2	2			8	\$400.00	\$3,200.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/4/21
3.0	Normal Line / SPOT	10/05/21-10/08/21	2	:30	4P- News-7News ON YOUR SIDE at 4PM			2	2	2	2			8	\$400.00	\$3,200.00	Washington (WJLA)	Daypart EF ABC 7 NEWS @ 4P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/4/21
4.0	Normal Line / SPOT	10/05/21-10/08/21	2	:30	5P- News-7News ON YOUR SIDE at 5PM			2	2	2	2			8	\$600.00	\$4,800.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 5P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/4/21
5.0	Normal Line / SPOT	10/05/21-10/08/21	2	:30	6P- News-7News ON YOUR SIDE at 6PM			2	2	2	2			8	\$900.00	\$7,200.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 6P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/4/21

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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6.0	Normal Line / SPOT	10/05/21-10/08/21	3	:30	6:27P- 6:30P (EST)			1	1	1	1			4	\$2,500.00	\$10,000.00	Washington (WJLA)	Daypart EN WORLD NEWS ADJ A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/4/21
7.0	Normal Line / SPOT	10/05/21-10/08/21	3	:30	6:57P- 7P (EST)			1	1	1	1			3	\$3,500.00	\$10,500.00	Washington (WJLA)	Daypart EN WOLD NEWS ADJ B(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	10/4/21
7.0.1	Preempt	10/05/21															Washington (WJLA)	Sold Out/Exception -	
8.0	Normal Line / Access	10/05/21-10/08/21	3	:30	6:58:46P- Wheel Of Fortune			1	1	1	1			4	\$1,400.00	\$5,600.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/4/21
9.0	Normal Line / Access	10/05/21-10/08/21	3	:30	7:29:26P- Jeopardy			1	1	1	1			4	\$2,000.00	\$8,000.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/4/21

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10.0	Normal Line / SPOT	10/05/21-10/08/21	3	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM			2	2	2	2			8	\$500.00	\$4,000.00	Washington (WJLA)	Daypart LN ABC 7 NEWS @ 11P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	10/4/21
11.0	Normal Line / SPOT	10/05/21-10/08/21	3	:30	11:35P- ABC-Jimmy Kimmel			2	2	2	2			8	\$300.00	\$2,400.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	10/4/21
12.0	Normal Line / SPOT	10/05/21-10/08/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM			2	2	2	2			8	\$525.00	\$4,200.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/4/21
13.0	Normal Line / SPOT	10/05/21-10/08/21	3	:30	12:37A- ABC-Nightline			2	2	2	2			8	\$100.00	\$800.00	Washington (WJLA)	Daypart LF NIGHTLINE(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO	10/4/21
14.0	Revised Line / Prime	10/05/21-10/05/21	3	:30	7:57:56P- ABC-Bachelor in Paradise (Tuesday)			2									Washington (WJLA)	Daypart PT BACHELOR IN PARADISE(Agency) -LP Sep/2019OVC - ESTIMATE IS BASED ON THE	10/4/21

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14.1	Normal Line / Prime	10/05/21-10/05/21	3	:30	7:58P- 10P (EST)			2						2	\$2,500.00	\$5,000.00	Washington (WJLA)	Daypart PT BACHELOR IN PARADISE(Agency) -LP Sep/2019OVC - ESTIMATE IS BASED ON THE	10/4/21
15.0	Normal Line / Prime	10/06/21-10/06/21	3	:30	8P- 9P (EST)				2					2	\$2,000.00	\$4,000.00	Washington (WJLA)	GOLDBERGS/ WONDER YEARS(Agency)-4Q21 (sell)	10/4/21
16.0	Normal Line / Prime	10/06/21-10/06/21	3	:30	10P- ABC-A Million Little Things (Wednesday)				2					2	\$2,000.00	\$4,000.00	Washington (WJLA)	Daypart PT A MILLION LITTLE THINGS WED(Agency)-4Q21 (sell)	10/4/21
17.0	Normal Line / Prime Premium	10/07/21-10/07/21	3	:30	7:57:56P- ABC-Station 19 (Thursday)					2				2	\$3,000.00	\$6,000.00	Washington (WJLA)	Daypart PT STATION 19(Agency)-4Q21 (sell)	10/4/21
18.0	Normal Line / Prime Premium	10/07/21-10/07/21	3	:30	9P- ABC-Greys Anatomy (Thursday)					2				2	\$4,500.00	\$9,000.00	Washington (WJLA)	Daypart PT GREY'S ANATOMY(Agency)-4Q21 (sell)	10/4/21
19.0	Normal Line / Prime Premium	10/07/21-10/07/21	3	:30	10P- ABC-Big Sky (Thursday)					1				1	\$3,000.00	\$3,000.00	Washington (WJLA)	Daypart PT BIG SKY(Agency)-4Q21 (sell)	10/4/21

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20.0	Normal Line / Prime	10/08/21-10/08/21	3	:30	9P- ABC-20/20 (Friday)						2			2	\$1,500.00	\$3,000.00	Washington (WJLA)	Daypart PT 20/20 9P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/4/21
21.0	Normal Line / SPOT	10/09/21-10/09/21	3	:30	7P- Wheel Of Fortune Wknd							1			\$700.00		Washington (WJLA)	Daypart WK WHEEL OF FORTUNE- WKND(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE	10/4/21
21.0.1	Preempt	10/09/21															Washington (WJLA)	Program Change/Exception - CFB	
22.0	Normal Line / SPOT	10/05/21-10/08/21	2	:30	7A- ABC-Good Morning America			3	3	3	3			12	\$800.00	\$9,600.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	10/4/21
23.0	Normal Line / SPOT	10/05/21-10/08/21	2	:30	8A- ABC-Good Morning America			3	3	3	3			12	\$800.00	\$9,600.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 8A(Agency)-4Q21 (sell)	10/4/21
24.0	Normal Line / SPOT	10/05/21-10/08/21	3	:30	9A- Live with Kelly			2	2	2	2			8	\$300.00	\$2,400.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY 8amp; RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T	10/4/21

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25.0	Normal Line / SPOT	10/05/21-10/08/21	3	:30	10A- News-Good Morning Washington at 10a			2	2	2	2			8	\$250.00	\$2,000.00	Washington (WJLA)	Daypart DT RACHEL RAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERF	10/4/21
26.0	Normal Line / SPOT	10/05/21-10/08/21	2	:30	10:58:25A- ABC-The View			2	2	2	2			8	\$525.00	\$4,200.00	Washington (WJLA)	Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	10/4/21
27.0	Normal Line / SPOT	10/05/21-10/08/21	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon			2	2	2	2			8	\$400.00	\$3,200.00	Washington (WJLA)	Daypart DT ABC 7 NEWS @ NOON(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTU	10/4/21
28.0	Normal Line / SPOT	10/05/21-10/08/21	2	:30	12:57:56P- ABC-GMA3: What You Need to Know			2	2	2	2			8	\$325.00	\$2,600.00	Washington (WJLA)	Daypart DT GMA3(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANC	10/4/21
29.0	Normal Line / SPOT	10/11/21-10/11/21	3	:30	5A- News-7News ON YOUR SIDE at 5AM		1							1	\$150.00	\$150.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 5A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/4/21

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30.0	Normal Line / SPOT	10/11/21-10/11/21	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		1							1	\$525.00	\$525.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	10/4/21
31.0	Normal Line / SPOT	10/11/21-10/11/21	2	:30	7A- ABC-Good Morning America		1							1	\$800.00	\$800.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	10/4/21
32.0	Normal Line / SPOT	10/06/21-10/06/21	3	:30	10P- ABC-A Million Little Things (Wednesday)				1					1	\$2,000.00	\$2,000.00	Washington (WJLA)		10/4/21
33.0	Normal Line / SPOT	10/07/21-10/07/21	3	:30	10P- ABC-Big Sky (Thursday)					1				1	\$3,000.00	\$3,000.00	Washington (WJLA)		10/4/21
34.0	Normal Line / SPOT	10/06/21-10/07/21	3	:30	12:37A- ABC-Nightline				1	1				2	\$100.00	\$200.00	Washington (WJLA)		10/4/21

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